

August 3, 2011

I encourage the Court to adopt the proposed language of the rule. Even though I do personal injury work, and directed advertising might help my practice, I find that clients that have been directly targeted by attorneys are offended and think less of Bar as a whole. The business we are in requires us to show a higher level of professionalism and courtesy. It is inappropriate to directly contact a person regarding their injury because it gives the appearance of the attorney attempting to capitalize on that person's tragedy. The profession, to operate efficiently and credibly, must hold itself to a higher standard. Injured persons do not need help in finding an attorney. What they need is the space to reflect on and assess their situation. They will seek help when they are ready. The only advantage to quick, targeted-solicitation, is for the attorney who desires to place himself in an advantageous position – it doesn't help the client in any meaningful way.

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